

Each homebuyer only pays the reduced cost of the apartment. Once the transfer is complete the apartment belongs to them entirely and they no longer have any outstanding fees. The companies which are advertising on the space act as the buyer making scheduled repayments in the form of advertisement costs.

DESCRIPTION	FIGURES (\$)
Weekly income for advertisement	2000
Yearly income from advertisement	104000
Average Unit Cost	650,000
Average Unit Cost for tenants	200,000
Remaining Cost after purchase	450,000
Time to pay off (weeks)	225
Time to pay off (years)	4.32692308

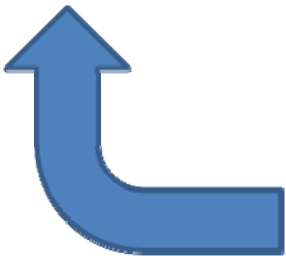


Developer invests in apartments with a profit figure in mind.

APARTMENT
\$650,000



Companies, such as Coca Cola, pay for advertising space on the digital facade. This money goes directly to the developer to compensate for the low-priced sale.



It must be clearly stated in all contracts that the digital advertisements do not belong to the home owner and therefore once the full cost of the apartment is paid off the developer has the complete right to make a choice on what will become of the digital media.



After being driven out of the property market by mounting prices, lucky home buyers find the bargain of a lifetime and purchase the apartment for an unrealistically low price.